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Our Memphis: How Well Do You Know It?, circa 1930

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OUR MEMPHIS

*When De Soto gazed
with awe upon the
Mississippi's mighty waters!*

OUR MEMPHIS

*In 1492 Columbus sighted the New World.
In 1541, DeSoto discovered the Mississippi
River.*

*Today the spot where the heroic Spaniard
first gazed upon the mighty river has been
marked and set aside as part of DeSoto Park,
Memphis.*

*De Soto discovered
the Father of waters
May 8, 1541*



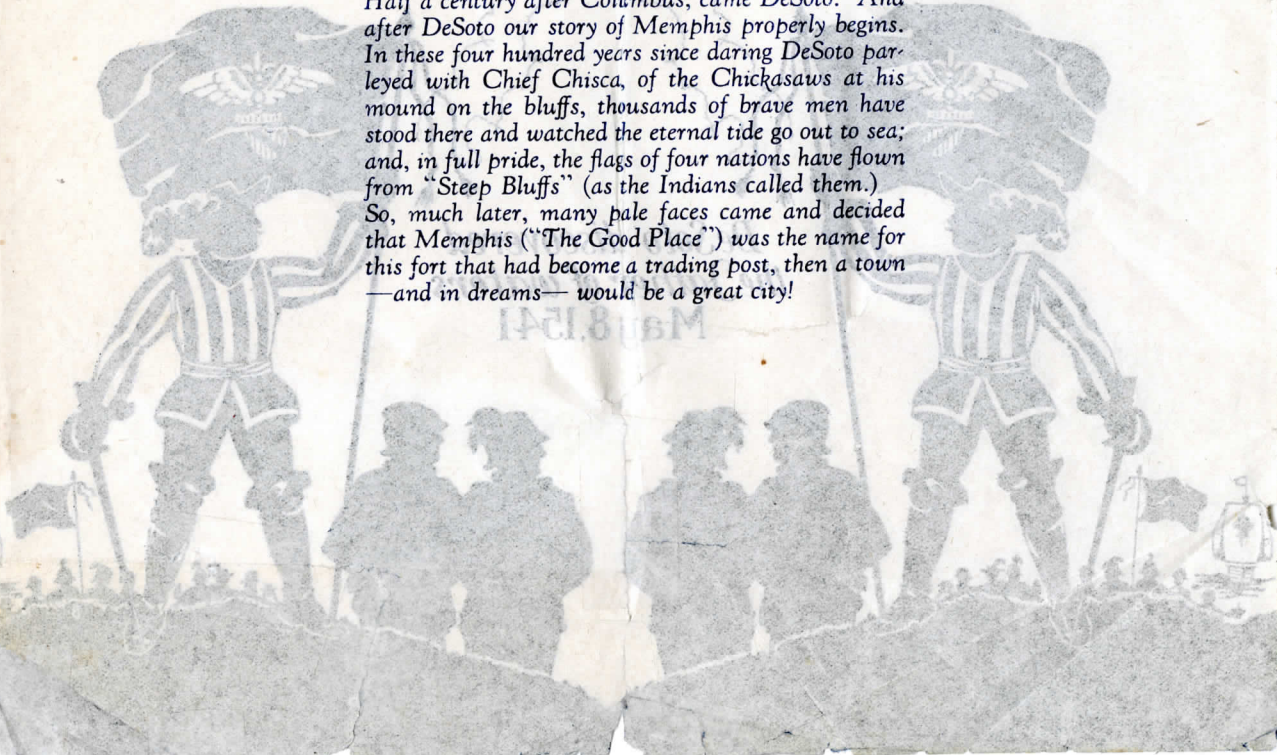
OUR MEMPHIS

OUR MEMPHIS

In 1492 Columbus sighted the New World.
In 1498 DeSoto discovered the Mississippi River.
Today the spot where the brave Spaniard first landed upon the mighty river has been marked and the ruins of DeSoto's fort, Memphis.

When DeSoto passed
with awe upon the
Mississippi's mighty waters

Half a century after Columbus, came DeSoto. And after DeSoto our story of Memphis properly begins. In these four hundred years since daring DeSoto parleyed with Chief Chisca, of the Chickasaws at his mound on the bluffs, thousands of brave men have stood there and watched the eternal tide go out to sea; and, in full pride, the flags of four nations have flown from "Steep Bluffs" (as the Indians called them.) So, much later, many pale faces came and decided that Memphis ("The Good Place") was the name for this fort that had become a trading post, then a town—and in dreams—would be a great city!



300,000

by

1930

FOREWORD
by Edward M. Salomon

Our Memphis

How well do you know it?

VOLUME I

The past, present and future
of a great city, with many
heretofore unpublished facts

FOREWORD



by Edward M. Salomon

Edward M. Salomon, President, The New Bry's

IN the rush of our daily lives, it is easy to forget the debt we owe our own city. Busied with our work at school or office, or mill or store, we are apt to take the secure position of our city for granted. Often—too often—we forget both the romance of its past and the enviable accomplishments of the present.

Since the days of DeSoto, a long line of great and able men and women have come to visit and study and abide in Memphis. How many of them do you know? The flag of Spain, the fleur-de-lis of France, the Union Jack, the Stars and Stripes and the Flag of the Confederacy have fluttered from her bluffs.

Today, in every walk of life, Memphians are justifying this heritage of 400 years. In commerce, in manufacture, in transportation, in architecture, in music. Memphians are daring to be leaders, spurred by stirring memories of an heroic history.

If we are to believe in Our Memphis, we must first know it. That we may know the work and the workers, this book, first of a series, has been prepared that you and I may be *proud* of being Memphians!

Edward M. Salomon

The editorials in this book are reproduced from advertisements of The New Bry's

300,000 by 1930

We journey to the Village of Chisca in the country of the Chickasaws

NO TOM MIX or Douglas Fairbanks reel was ever one half as interesting or exciting as the romance of Memphis. Let us live again some of those memorable moments since May, 1541.

Let us go back to the day when silver-haired DeSoto smoked the pipe of peace with the brave and beloved Chief Chisca, while as one, red men and white, watched the serene stream below By the discovery of these waters Hernando DeSoto wrote the name of Chisca's Mound—and Memphis—indelibly in the history of the world!

Another day—in 1542—and the daring discoverer is buried, forever, in the waters of the stream he had found.

Others arrived to plant the cross on Indian ground. In 1672, Father Marquette and Louis Joliet journeyed all the way from Canada in two birchbark canoes! Came to hear Chickasaw war whoops—and later to be

friends of the tribe. So Marquette marked the Bluffs for a mission.

And it was here in 1672, in the name of Louis The Great of France, that Joliet established a trading post, the last in a long line extending all the way down from Quebec. Next, in 1681, LaSalle visited "Steep Bluffs", made a treaty with the Chickasaws and named the whole territory Louisiana for King Louis of France.

In the eighteenth century a long and bitter warfare ensued between the proud Chickasaws and the invading French. The war dance had succeeded the hunting dance in popularity in the Memphis of 1725! The red man resisted the foreign invader and he fought stubbornly for his homeland. So blood flowed freely and by 1739 every white man had left the Village of Chisca in defeat.

The Spaniards returned in 1783 and Tennessee became known to the Indians as "the dark and bloody ground". It was.

Three years later the Spaniards retired across the river to Fort Esperanza (later Hopefield) and Capt. Guion of the United States Army built Fort Adams on the bluffs (near the site of the present Confederate Park).

The fort rapidly grew to be a trading post, then a town. Two miles south of present Madison Avenue, Fort Pickering was erected. Andrew Jackson, fiery, brave Tennessean was becoming famous. So Chisca's Mound was renamed Jackson Mound. It is called that to this day.

In 1791, John Rice, original proprietor of Memphis was killed by the Indians and in July, 1794 John Overton bought the 5,000 acres of the Rice Grant for himself and his law partner, Andrew Jackson. In 1819, with Winchester, they planned the city which is still a model of municipal planning.

Today, another Overton, also a young attorney, becomes Mayor of Memphis. Loyalty mounts high in Memphis blood.

In 1819 there were just 53 people in Memphis! Clapboard cabins for houses, spinning wheels for music mud for chimneys Indians running

wild in the streets. Yet it was an elaborate layout for a town of the day. The planners provided public squares, markets, promenades and exchanges.

Everybody went to church in a little log cabin in Court Square. Bears were not uncommon and naturally a musket was carried by the wary pedestrian. . . . There was great excitement in 1834 when the first steamboat line operated from Memphis to New Orleans and just a year later work started on the Memphis and LaGrange, now a part of the great Southern System. . . . In 1827 the first newspaper, The "Memphis Advocate" (later The Times-Advocate was printed). It was discontinued in 1835.

The first staunch Democratic paper was the *Gazette*, first printed in 1834. The *Appeal*, founded in 1840, is "the successor of the first Democratic paper" and indirectly traces its lineage for nearly 100 years!

Famous visitors began to come. Lafayette, patriot and friend of America, arrived in 1824. Generals Jackson and Winchester visited as proprietors. In 1851 the world's most famous singer, Jenny Lind, counted

Memphis one of the first cities of her triumphal tour of 90 cities. In 1857 the first train came all the way through from Charleston, S. C. and 25,000 people came to town and celebrated! In 1861 Memphis, volunteer city of the Volunteer State, responded to the Confederacy's call—and a new flag floated aloft. In 1862 while the Confederate fleet met disaster, a brave city listened to the boom of Federal guns in her harbor and found surrender distasteful but unavoidable.

Those were exciting days!

Dashing Forrest's raid into Memphis while a Federal general fled in his nightshirt from the old Gayoso Hotel. . . . But Washburn, the Federal leader, succeeded in escaping and the Confederate skirmishers vanished as quickly as they had come. . . . Nathan Bedford Forrest was the cavalry idol of the Army of the Tennessee. At Shiloh the young leader had scouted almost in the camp of the enemy. . . . His horse was shot under him but he rose with courage unflinching. Memphis is proud of the boy who began as a lieutenant and ended as a lieutenant—general! Thrills aplenty—and sorrow, too, in war days.

Then peace — and reconstruction. The world's cotton capital building, building, building, toward industrial and cultural leadership in the South.

Mark Twain came to "Our Memphis" and called it "the noblest city on the face of the earth". Other great people came.

Robert E. Lee came. So did U. S. Grant. Noted actors like Booth and Barrett. General Custer and Admiral Dewey. John L. Sullivan and James J. Corbett. McKinley and Cleveland and Roosevelt and Taft. Oscar Wilde and John McCormack. Metropolitan Opera and Chicago Opera.

Factories sprang up everywhere. A classic courthouse rose in majesty. Scourges such as yellow fever had come but indomitable, plucky Memphis, rose stronger than before and earnestly rebuilt, as she had time and again.

Today Liverpool's looms use Memphis cotton and Scotch shops sell golf shafts made of Memphis hickory. Her diamonds are worn in India and her oak and cedar are noted from one ocean to the other.

And better, it is a new Memphis of art and music, of schools and colleges, of libraries and museums, of parks and playgrounds—in many ways a city unique in America. The planners built better than they knew.

Our Memphis is the commercial capital of three states, one of the dominant distributing centers of the New South. Our Memphis has

increased its taxable wealth in ten years from four and a half billions to more than 21 billions. Such growth is no accident. Great men have lived and built and died for Memphis. Fine men and women are today living and working and achieving for a newer and greater American city.

What are some of these messages modern Memphis is sending round the world?



Makers of Memphis

(1)

E. L. BRUCE CO.

The Largest Makers of Oak Flooring in the World

The E. L. Bruce Company (whose headquarters are in Memphis) has an annual production of 120,000,000 feet of Oak Flooring. This production is the equivalent of almost four square miles and will floor two hundred and eighty average homes daily. If the pieces were laid end to end, the yearly output would circle the globe four times.

Aside from flooring, the Company produces 40,000,000 feet of rough lumber cut from its own virgin timber lands, totaling 80,000 acres in Arkansas, Louisiana and Mississippi. This comprises not only many species of Oak, but Gum, Pine, Beech and other commercial woods as well.

There are five flooring plants, the grounds of which cover 160 acres—a quarter section. These plants are located at Memphis, Nashville, Little Rock, Cairo, Illinois, and Prescott, Arkansas.

Sawmills are located at Bruce, Mississippi, Oak Grove, Louisiana, and Prescott and Little Rock, Arkansas. There are also trim mills at Prescott and Little Rock. In connection with the sawmills, the company owns its own railroads. Twenty-two miles at Bruce and nine miles at Prescott are in operation, together with the potential thirty-one miles at Oak Grove. Oak Flooring is the main item of production, but the Company also produces Mouldings, Finish, Bridge Plan and Timbers, Wagon Stock, Dimension, Cedar-line for Clothes Closets, Beech Flooring, Gum Flooring, Bruce Design Oak Flooring, Michigan Hard Maple Flooring, Cedar Lumber, Arkansas Short Leaf Pine and all Southern hardwoods.

Two thousand five hundred men are constantly employed by the E. L. Bruce Company. The capitalization is \$5,590,000. and the annual business is \$12,000,000.

Makers of Memphis

(2)

LAYNE & BOWLER, Inc.

Layne & Bowler are the world's largest producers of deep well water. They are the world's largest manufacturers of Vertical Centrifugal Deep Well Pumps and deep well supplies. These products are manufactured here in Memphis.

They have eleven subsidiary companies throughout the United States and four in foreign countries. There are more than five hundred towns and cities in this country who receive their water supply from Layne well systems.

In the rice fields of Arkansas there were more than seventy-two billion, nine hundred million (72,900,000,000) gallons of water produced from Layne wells during the ninety-day pumping season last year.

* * *

Thirty-four of the principal railroads of

America get their water supply from Layne well systems.

The leading packing companies use Layne well systems as a source of supply for the water which is used in preparing meats which go to make up your daily menu.

The world's largest industries use billions of gallons of Layne well water in their plant operations yearly. Aside from the thousands of installations in the United States, there are Layne pumps in France, Russia, Hawaii and Canada. Each Layne pump head bears this inscription: "Manufactured by Layne & Bowler, Inc., Memphis, Tenn." Very few Memphis firms have been more instrumental in broadcasting the name of their city than has Layne & Bowler, Inc.

BE A MEMPHIS BOOSTER

Makers of Memphis

(3)

KING-HAASE FURNITURE CO.

Just on the northern outskirts of Memphis, on the Belt Line Railroad, there is a very busy factory—one of the most interesting, from the standpoint of a home lover, in the city. It is the King-Haase Furniture Company, covering about five acres of ground and giving employment to about 250 Memphians—most of which is skilled labor.

There raw lumber is taken into the factory and transformed into a work of art—handsomely finished and luxurious dining room suites—beautiful bedroom suites, etc.—all of the very highest type, and of the most exacting requirements. Quite a sum of money is invested in machinery to properly cut the materials, as well as high-priced and skilled men to build these beautiful pieces.

It is quite natural that there should be a large manufacturer of bedroom and dining room

furniture in Memphis, as Memphis is the largest hardwood lumber market in the world. So this firm is right down in the heart of things—where transportation costs on raw material are negligible. In addition to headquarters in Memphis, the King-Haase Furniture Company maintain display and salesroom in the American Furniture Mart in Chicago, and the New York Furniture Exchange. Furniture salesmen, too, sell this firm's goods in every state in the union, to some of the largest department and furniture stores in the country. Only last week the King-Haase Furniture Company shipped a large order to Haiti. This alone tells us of the scope of their business—of the advertising value in having a reputable factory in Memphis such as the King-Haase Furniture Company.

BE A MEMPHIS BOOSTER

Makers of Memphis

(4)

SOUTHERN BELL TELEPHONE CO.

The Memphis branch of the Southern Bell Telephone Company has four exchanges—and will have six by the end of 1928.

By the end of this year they will have 45,000 telephones. To serve these it requires 8,793 miles of wire and approximately 1,000 employes and 38 automobiles and trucks.

By 1930 they estimate having 50,000 telephones in Memphis and suburbs, which would indicate a population of 300,000.

Their long distance has, of course, increased in proportion, especially in the last four years, principally on account of its many uses discovered by all kinds of business, especially in selling goods. Everything from Church Bells to Automobiles is now sold by long dis-

tance, and with constant improvement in methods and transmission, they expect tremendous new demands and are preparing for it.

Memphis now has an average speed of service on long distance calls of two minutes as against eight minutes, the average of a year ago, a saving of six minutes on each call, and a completion of approximately 90% of all business offered.

That the Southern Bell has utmost faith in Memphis is proven by the two new exchanges under construction, costing over a million dollars, which will adequately take care of the future growth of the city for some time.

BE A MEMPHIS BOOSTER

Makers of Memphis

(5)

J. D. L. WHITTAKER CO.

The J. D. L. Whittaker Company has been in the domestic and foreign export lumber business in Memphis and vicinity for the past thirty years. They represent manufacturers of renown in the United States of America and lumber brokers of prominence in Europe. Naturally, headquarters are right here in Memphis, the heart of the world's greatest lumber mart.

The J. D. L. Whittaker Company exports regularly to London, Liverpool, Glasgow, Manchester, Antwerp, Rotterdam and other ports of prominence throughout Europe. The great demand in foreign countries is for oak, ash, gum, cottonwood, etc., to be used in European manufacture of automobiles, furniture, all kinds of cabinet work and, in fact, practically every use hardwood is put to.

Thus you see Memphis' importance as a center, not only in the traffic of the South, but in the progress of the world.

One representative of the J. D. L. Whittaker Company has an average of 18,000,000 feet of merchantable hardwood at all times—ever ready to fill an order, cabled from a foreign port or domestic use.

As Memphis is the headquarters for the J. D. L. Whittaker Co., all the prominent lumber centers of the world must know of our fair city and of its importance in the lumber world.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(6)

PLOUGH CHEMICAL CO.

Family medicines and cosmetics to a stupendous total in excess of 31,000,000 packages a year are manufactured in Memphis by the Plough Chemical Company and sold in practically every country in the world. St. Joseph's Family Medicines and Black and White Beauty Creations, known all over the world, are made in Memphis by this company, which is one of this city's outstanding business institutions.

St. Joseph's Family Medicines are sold in practically every drug store in the land. St. Joseph's Pure Aspirin, manufactured here in Memphis by the Plough Chemical Company enjoys the distinction of being the largest selling aspirin in the world for 10c.

Black and White Beauty Creations in the language of the Plough Chemical Company are "of a quality acceptable to those who seek the best, at prices within the reach of all,"

and the fact that the Plough Chemical Company's never ceasing policy is "highest quality at popular prices" accounts for the tremendous volume of world-wide business done by this Memphis concern. The Plough Chemical Company from a manufacturing standpoint alone is one of Memphis' biggest assets, for in addition to its big laboratories where St. Joseph's Family Medicine and Black and White Beauty Creations are produced, the company maintains a large printing plant and box factory, where all of its printing is done and cartons manufactured.

The Plough Chemical Company is Memphis' largest advertiser, spending in excess of one million dollars a year for advertising in which, incidentally, the name, "Memphis, Tenn.," is carried all over the world.

BE A MEMPHIS BOOSTER

Makers of Memphis

(7)

ELECTRIC APPLIANCE CORPORATION

Think of Memphis without electricity, without automobiles, without running water. She would be a back number. This is truly the age of electricity, and for a city like Memphis to grow naturally she must keep abreast of the times in the use of electricity and other modern facilities.

The Electric Appliance Corporation, in bringing to Memphis the newest appliance for home comfort and efficiency—the Electric Refrigeration Machine and the Automatic All-Electric Ignition Oil Burner—is laying the foundation of another industry which will rival the automobile industry in magnitude.

The Electric Appliance Corporation is handling the Kelvinator Electric Refrigeration Machine and the Electrol All-Electric Ignition Oil Burner for home installation, and the Kelvinator and the Ray Rotary Oil Burner for commercial use.

These are both engineered problems and no installation in either of these appliances ought

to be undertaken without engineering ability of a highly trained quality being at the disposal of the buyer.

For the purpose of engineering these jobs this company has employed an engineer graduated from one of the finest universities in the United States, and especially trained in refrigeration and combustion engineering. The careful business man now realizes that it is wise for the company selling him these appliances to completely understand his full problem and he is going to demand this ability behind his purchase.

This is the basis on which the Electric Appliance Corporation is building and it is the basis that will build for Memphis another giant industry.

BE A MEMPHIS BOOSTER
Tell Your Friends in Other Cities

Makers of Memphis

(8)

AYER AND LORD TIE COMPANY

Contractors to the railroads of the nation

Preservation is one of the oldest arts known to mankind. Back during the Egyptian period, the art of time, was not alone the building of huge pyramids and the sphinx, but unending effort and study was given to the preserving of the bodies of those who had passed away. Indeed, their method of treating mummies has been appropriately called "the lost art."

THE AYER AND LORD TIE COMPANY are the outstanding leaders in the industry of wood preservation. Raw timber is taken and treated chemically through modern methods—lengthening its life and use to mankind about ten times! Pine, before these treatments came into prominence lasted ordinarily about four years in the weather. Through this

chemical treatment, it will give service about 35 years. Thus, you can see the economy of treated railroad cross ties, highway materials, fence posts, telephone poles, etc. The Ayer and Lord Tie Company maintain wood preserving plants at Little Rock, Grenada, Montgomery, Louisville and Carbondale, as well as a boat building material plant at Paducah. Offices are here in the Exchange Building. These plants treat 175,000 cubic feet of material daily—enhancing approximately ten times its life. Thus 175,000 cubic feet of treated wood daily is the equivalent of 1,750,000 cubic feet of ordinary untreated material.

BE A MEMPHIS BOOSTER

Tell Your Friends in other Cities

Makers of Memphis

(9)

GEORGE C. BROWN & CO.

More than 500,000 cedar trees are required to feed the numerous mills of George C. Brown & Co. of Memphis. Brown plants and Junior Mills extend over the entire Southern cedar belt.

Headquarters offices of the world's largest manufacturers of Tennessee Aromatic Red Cedar are maintained in the Bank of Commerce Building, Memphis. Far away from railroad stations, in the densely wooded areas of Virginia, through North and South Carolina, Tennessee, and Alabama, Arkansas, and Missouri, are dotted the Brown Junior Mills, which supply a large part of the famous aromatic red cedar, so fragrant, so useful and so deadly to the ravenous moth.

A great new Brown Mill at Greensboro, North Carolina, manufactures Super Cedar Closet Lining for the lining of closets in old and new houses, for the protection of valu-

able clothes and priceless linens from the hungry moths. During the past twelve months alone the name of Memphis as a cedar and manufacturing center has been carried to more than 25,000,000 American families through the national advertising of the Brown Company in the Saturday Evening Post, Good Housekeeping and a dozen other national periodicals.

A short time ago the South was startled when the George C. Brown Research Department announced that the moth's appetite costs America more than \$40,000,000 annually—a conservative figure, at that.

George C. Brown & Co. also ship Tennessee Aromatic Red Cedar to all parts of America to be manufactured into the popular and beautiful cedar chests; makes oil-of cedar-wood; Supercedar Kennel Bedding for dog-lovers the country over, and also other cedar by-products too numerous to name here.

Makers of Memphis

(10)

THE NATIONAL CASH REGISTER CO.

From the beginning, 45 years ago, the National Cash Register Company has not been satisfied to sell a merchant their product, but to educate him in the methods of modern business . . . better retailing. By doing this, they necessarily create a demand and a use for their product—and, of course, make a friend of their prospects. The sales organization of the National Cash Register Company has been termed by many as the "best in the land." Their business from the beginning has been based on the one principle "to be of real service to merchants."

The National Cash Register Company builds more than 500 types of registers . . . for the "pig" stand, the grocer, the druggist and all down the line to the department stores, the

banks, wholesale houses and life insurance companies—in fact, a system for every business where money and records are handled.

In the past five years the volume of business handled by this concern has increased 300%. At the same time, the number of employees has increased in proportion.

The volume of business in 1927 for the first 10 months exceeds any previous entire year. Orders for more than \$270,000 worth of cash register equipment were placed with the Memphis office during the past 10 months. Proving conclusively that "service is the measure of life's success in institutions as well as men."

BE A MEMPHIS BOOSTER

Makers of Memphis

(11)

THE MEMPHIS MIRROR

"Nothing Else Like It"

Memphis is one of only four cities which has a newspaper devoted exclusively to the churches and their interests. The Memphis Mirror, one of the All-Church Press newspapers, is part of an organization having its own plant and assets of \$450,000.00.

Metropolitan in size and form, in circulation and reader interest, in volume of advertising, in prestige, power and public service, The Mirror has been unusually successful. It answers the demand for modern methods in religious journalism.

As the Associated Press, United Press and International News Service have tremendously increased reader interest in secular events during the past generation—so the All-Church Press, through its newspapers, is beginning to do with religious news in this generation. It is the policy of the All-Church Press to publish the NEWS—not the views—of the churches. It has no other mission, no pet program to promulgate, no propaganda

to spread. This policy has built a reader confidence and loyalty unsurpassed in American journalism.

The Mirror now has twice as much paid circulation in Memphis and suburbs as all the other local weekly newspapers combined. It is the only publication outside of the dailies in which all the Memphis department stores advertise regularly every week.

The newest move that has been made is the "Church Edition Plan" whereby each church can have its own edition, going exclusively to its membership and containing its own private publicity matter. The Mirror is the official medium for sixty Memphis churches, approximately twenty of which have their own edition every week.

Horace Jones, former daily newspaper man, vice president and a director of the All-Church Press, is manager of this Memphis institution.

Makers of Memphis

(12)

U. S. BEDDING COMPANY

Founded in 1909 as a small concern, the U. S. Bedding Company has in 18 years gained a nation-wide reputation in the manufacturing world. They have greatly enlarged their local manufacturing plant, situated on Florida Avenue, and have also established two other factories—one in Atlanta and one in Kansas City—totaling three in all. In addition to this, they have established mammoth warehouses in principal cities throughout the United States.

The U. S. Bedding Company are manufacturers of the well-known Haas Rest Products, Haas Sunny Southland Bedding and Haas Sunny Southland Couch Hammocks. Among their best known products are the Fairy Mattress, the Sterling Spring, and Haas Day Beds and Couch Hammocks. The U. S. Bedding Company also manufacture a complete line of mattresses, springs, day beds and couch ham-

mocks that are distributed throughout the nation and are advertised in such mediums as the Saturday Evening Post, Liberty Weekly as well as over the radio through the chain stations.

Practically all the raw products that go into the manufacture of Haas Products are raised right here in the South. The cotton, iron and lumber used in the manufacture of their many products come from Southern soil and Southern resources. Thus they have found Memphis, the heart of the cotton and lumber section, their most advantageous headquarters. They cannot only buy more conveniently in Memphis, but can ship more conveniently and economically from Memphis.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(13)

COLUMBIAN MUTUAL LIFE INSURANCE CO.

Founded a quarter of a century ago, the Columbian Mutual Life Insurance Company, led by Mr. Lloyd T. Binford, has "made its mark" in the insurance world. Mr Binford, realizing the enormous possibilities, the great advantages in having the firm's headquarters in Memphis, started the beautiful building on the corner of Main and Court Streets in 1922. This building is a monument to the firm's integrity, loyalty and square dealing with its policy holders. It is interesting to note that, to build this edifice, not one dollar was borrowed—the entire amount being cared for within the Columbian Mutual.

More than 30,000 policy holders, representing 125,000 people, are the owners of this mutual concern. Spread throughout the Tri-States and the South, the Columbian Mutual does its bit toward advertising Memphis.

Incidentally, since the firm moved its head-

quarters to Memphis, its resources have been doubled. It has doubled the amount that took twenty years to build in the five years they have held forth in Memphis. This alone not only speaks for the aggressiveness of the concern, but for the possibilities of Memphis. Another feature of the Columbian Mutual Life Insurance Company is that it caters to the working man. If he wishes, he may pay his premiums in monthly payments—quite an accommodation to him. Another element. Think of 30,000 policy holders paying their dividends into Memphis—monthly, quarterly, semi-yearly or whatnot . . . pouring money into Memphis. This helps to make Memphis a great money reservoir . . . a center for capital, so to speak.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(14)

WESTERN UNION

DO YOU KNOW THAT—The Western Union Telegraph Company employs 400 Memphis people with an annual pay roll of approximately \$480,000,000, all of which is spent right here in Memphis?

The Western Union operates 24 branch offices in Memphis located in the principal office buildings, grain and cotton exchanges, railroad stations and various business sections of the city. Eleven of these branch offices are connected with the main office operating room by underground pneumatic tubes.

More than 12,000,000 telegrams are handled annually by the Memphis office, most of which are sent over the automatic printers capable of handling a combined load of more than 5,000 messages an hour. Connections are made with over 23,000 communities in the United States, Mexico and Canada, with eight direct cables to Great Britain, 1 to Germany, 1 to Italy, 3 to Cuba, 1 to South America, 1 to the Azores and connections for handling trans-Pacific cablegrams.

DO YOU KNOW THAT—Western Union shows the filing time as well as the time received on every full rate Telegram and Day Letter delivered to you?

The Western Union System last year transferred by wire over three and one half million domestic and foreign money orders aggregating over \$350,000,000.00.

The Western Union supplies in Memphis:

1—A fast telegraph service to 23,000 communities in the United States.

2—Money orders by telegraph to all principal cities and towns in the United States with connections to all parts of the world.

3—Stock Tickers giving quotations from the New York Stock Exchange within eight seconds after the quotation is posted in New York.

4—Cotton Tickers giving quotations almost instantaneously from New York and New Orleans Exchanges.

5—Quotations on Grain, Hay, Butter, Eggs, Lard, and all other commodities from the principal markets of the United States.

6—Messengers for errands and delivery of packages.

7—Football and Baseball Tickers giving results of all principal games.

8—U. S. Naval Observatory Time hourly to over 450 selfwinding clocks in the uptown business section.

DO YOU KNOW THAT—Your telephone is a branch telegraph office? Simply call Western Union, dictate your telegrams and the tolls will be charged on your telephone bill. There are 34 Western Union telephoning operators available to receive your telegrams over the telephone?

DO YOU KNOW THAT—You can secure a permit at any Western Union office to visit the Main Operating Room and have the various methods of telegraphy fully explained to you?

Makers of Memphis

(15)

MEMPHIS FURNITURE MFG. CO.

Thirty-five years ago saw the birth of the Memphis Furniture Manufacturing Company. This business was started with the idea of having everything needed in a furniture store—with the ambition to manufacture as many of these items as practical. At this time their own manufactured line, under the Pyramid Brand, embraces matched Bedroom Suites, Breakfast Room Suites and Dining Room Suites, Hand-woven Fibre Furniture, Upholstered Living Room Furniture, Chairs, for every room, and innumerable odd items, such as Radio and Davenport Tables, Pier Cabinets and Magazine Baskets.

It was never the idea of the Memphis Furniture Manufacturing Company to do a na-

tional business. Theirs was a study of the needs and demands of the house furnishers of this section. They know what is wanted. They have what is wanted.

The greatest single factor in the success of this firm is the support given their product by the purchasers of furnishings in Memphis and the Mid-South territory. A large part of their millions of dollars annual business is distributed through Memphis furniture dealers. The more than 500 employees are very grateful for this support from the "Home Town."

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(16)

SHAPIRO POSITIONS EXCHANGE

Eighteen years ago an institution of service was founded in Memphis. A business which combined service to those seeking positions and those seeking employes and the high principles upon which Shapiro Positions Exchange began its career have made it one of the largest employment agencies in the South.

Shapiro Positions Exchange has made a powerful, unfailing system of the business of an employment agency. They maintain an analytical department which devotes its entire time to investigation and analyzation of applicants seeking positions. As a result of such rigid care many employes placed by Shapiro have risen to executive positions in remarkably short periods, and today Shapiro's reputation is such that hundreds of prominent firms rely upon Shapiro's judgment exclusively in picking employes—whether they need office boys or high-salaried executives.

An interview with Harold W. Goldberg, General Manager of Shapiro's, brought these significant words: "We supply employes that will 'stick,' and our 18 years of service to Southern business houses are proof of this fact. Our existence is based upon finding satisfactory employes. Before an applicant is ready to accept a position the nature of it is completely outlined to him. If he is not enthusiastic over it he isn't given the position. We will not send anyone to a position just to 'tide over,' unless both applicant and employer specify that the position is temporary." Shapiro Positions Exchange is a Memphis organization—they are actively interested in civic events and are Memphis boosters, heart and soul.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(17)

YV OLIVER-FINNIE COMPANY

For 68 years the name Oliver-Finnie has been identified with food and food products in Memphis and the south. For many years they were exclusively wholesale grocers, supplying the leading retail dealers in the Memphis territory with quality foods and nationally known brands. While they are still the leading wholesale grocery house of the south, they are also manufacturers of food products. About 45 years ago they began to put out candy, coffee, flavoring extracts, etc., under their own name. From a small manufacturing department this phase of their business has grown until today Silver Moon brand of coffee, tea, baking powder, flavoring extracts, package candies, bar candies and bulk candies, are known in every city, town and county in the south.

Probably half their business is now manufacturing, and in the territory away from Memphis they are known as food manufacturers.

Their 39 salesmen penetrate all parts of Texas, Arkansas, Mississippi and other southern states.

Their candy factory is a tremendously big institution, probably the largest south of the Mason and Dixon Line. Right at this period of the year it is working almost night and day, shipping candies by the carload, preparatory to the Christmas holidays.

Oliver-Finnie are certainly one of the representative and financially strong business institutions of Memphis. They are firm believers in advertising and are consistent users of advertising in all parts of their territory, thereby carrying the name of Memphis and Silver Moon products all through the south. With the older men in the firm, who have been at the helm for years, and the younger men, who are coming into executive management in recent years, it can truly be said that here is a representative southern firm 68 years young.

Makers of Memphis

(18)

HANSON ENGRAVING COMPANY

The Hanson Engraving Company began business in Memphis in November, 1924, with the plant and offices located at 104 South Third Street. It began with adequate facilities to take care of the work current at that time, employing only three persons.

The phenomenal growth and expansion of their three years in business has necessitated the leasing of the entire building at 116 Hernando Street, where are now located the offices, Art Studio and Engraving Plant, where many times the original force are now employed.

The entire Engraving Plant is arranged and equipped with the most modern and up-to-date machinery for making zinc and copper halftones, zinc etchings and combination engravings.

The Art Department is one of the most complete Art Studios in the city with artists available to handle any class of Art, namely

Fashions, Lettering, Layouts, Designing, etc. Merchants, Manufacturers or individuals requiring special Layouts or Engravings for advertising purposes whether for newspaper, house organs, circular or fine catalogue work, will find their service prompt and complete. Among the patrons of the HANSON ENGRAVING COMPANY are some of the largest concerns in the south.

The HANSON ENGRAVING COMPANY now located at 116 Hernando Street on the corner of Gayoso and Hernando, extends a cordial invitation to anyone interested in Engravings to go through their plant.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(19)

KRAUS & COMPANY

Few residents realize that in Memphis is the largest cleaning and dyeing plant south of the Ohio river and the ninth largest in the entire United States.

In 1906 Kraus was organized with modest quarters in Madison Avenue, just east of the Lyric Theater. The personnel was 25 persons then. Today it is more than 200!

By 1911 the company had outgrown its space and the present mammoth white building was erected on Madison between Orleans and Manassas.

Today Kraus is a member of the Mundatechnical Society of America and one of the nine leading cleaners of the country associated with the Mellon Institute of Industrial Research at Pittsburgh. A recent result of Mellon tests is the new mothproofing for both upholstering and wearables, developed after years of study to prevent the costly depredations of the insect.

In addition to its connection with the Mellon Institute Kraus maintains in its own plant a laboratory where new fabrics are analyzed daily and where they are tested until the proper process for handling is evolved.

From Memphis the Kraus mail order department serves nine southern states daily. Highly developed departments are in charge of trained men and women, one division for hats only; another for rugs only; one for upholstered furniture, and one has vast vaults for the safe storage of rich furs and fine coats, there ingenious soap making machinery, an acre and a half of floor space today and all occupied by what is truthfully asserted to be "the most modern cleaning plant in America."

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(20)

AMERICAN FORK & HOE CO.

The American Fork & Hoe Company with general offices at Cleveland, Ohio, has numerous huge factories throughout the United States and is the largest organization in the world in the manufacture of Hoes, Forks, Rakes and Handles for these tools. Their Southern Works in this city was established twenty-two years ago to give the service this splendid territory demands. This factory in Memphis, Down in Dixie, enjoys the patronage and strives constantly to be deserving of the loyalty of their customers. Their Hoes, Rakes and Forks are nationally advertised and known in every civilized country.

The steel used in their farm and garden tools is of special analysis to insure uniform quality

and proper temper. The handles are made from young, straight grained, ash timber, which is abundant in this immediate territory. Look for TRUE TEMPER burned in the handle of their goods, which insures perfectly made tools of highest quality material and workmanship.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(21)

CLOVER FARM DAIRY COMPANY

For twenty-five years the CLOVER FARM DAIRY COMPANY has given to Memphis a pure milk supply. It was the pioneer in the field of pasteurization in this section of the country and for many years the only pasteurized milk to be obtained in Memphis, was from the CLOVER FARM DAIRY COMPANY.

It fathered the dairy industry in this section, encouraging the dairy farmers in the production of milk, and promoted the raising of better dairy cows by shipping into the territory car loads of blooded bulls and milk cows which were sold on easy terms and at a reasonable price to the dairy farmer.

Maintaining always their own chemical laboratory they have ever been zealous and efficient in the distribution of absolutely pure and high-grade milk.

A modern sunlight plant designed according

to the very latest developments in sanitary and efficient milk handling, butter making and ice cream production was built a few years ago, and is a monument to the health maintenance of Memphis.

CLOVER FARM BUTTER, distributed through the retail grocery trade and also delivered by the CLOVER FARM wagons, is a favorite butter with Memphis housewives.

CLOVER FARM Ice Cream, the only Ice Cream in the South backed by a pledge in Purity, is sold all over the Memphis territory, and in the majority of Memphis better drug Stores, restaurants and confectioneries in Memphis.

BE A MEMPHIS BOOSTER

Makers of Memphis

(22)

UNION RAILWAY—MISSOURI PACIFIC LINES

The Union Railway, which is the Terminal Company of the Missouri Pacific Lines, as well as a switching and belt line serving 159 industries, has 20 miles of main line and, with industry, yard and side tracks, a total mileage of 85 miles. The total value of this property, including the Missouri Pacific Lines' share in the Union Station and Harahan Bridge, is \$6,515,000.

The Union Railway has a total of 535 employees and, with 76 Missouri Pacific Lines employees in Memphis, a total of 611 loyal employees with an annual pay roll of \$925,000. The Union Railway is constantly on the alert to secure new industries for Memphis and, during the past year, 14 new industries were located on its lines. It expended approximately \$100,000 during the past two years for new facilities to better serve its industries and the public in general.

Its interest in matters of civic pride is evidenced by its constant effort to maintain and beautify its premises, particularly at prominent points about the city. Its shops and

other facilities are maintained in efficient, clean and orderly condition which contributes largely to the morale of its employees, which is one of its chief sources of pride.

The Missouri Pacific Lines comprise 15,000 miles of railroad serving fourteen states and managed and operated by 63,000 loyal employees. It provides unexcelled passenger and freight service north, south and west and its crack passenger train the Sunshine Special, is nationally known.

The management sincerely appreciates and strives continuously to merit the friendly cooperation and generous good-will of the public in general. It is intensely desirous at all times to provide the very best service and facilities for its patrons and always welcomes practical and constructive suggestions in that direction.

BE A MEMPHIS BOOSTER

Makers of Memphis

(23)

THE SALVATION ARMY

Not an army of force, but one of peace, love and good will. Not an army of drafted soldiers, but an avalanche of volunteers with a great love and desire to help their fellowmen in distress. Not an army gathered to destroy, but an army to build up the home and the soul.

"An international army

Which every tongue is an ally,

With sorrow and poverty its only foe."

Thousands of loyal workers are investigating daily in 87 foreign countries and colonies, and cheerfully aiding worthy causes. Tens of thousands of needy families will be treated to a Christmas dinner in practically every country on the globe.

Right here in Memphis is a home maintained for helping working girls, where a good, comfortable room and substantial food are furnished at a ridiculously low sum; another ward where FREE board and lodging are

furnished unfortunates, both men and women. A FREE employment bureau is maintained to find work for worthy causes where the unfortunates prove themselves to be willing workers. During the past nine months

1850 garments have been given to the poor.

233 pairs of shoes have been given to school children.

Medical aid to over 100 persons.

Groceries, etc., to 1793 families.

Secured permanent positions for 429 men.

Secured permanent positions for 312 women.

Given meals at restaurants for 5226 persons.

Lodging to 9639 transients.

Paid transportation to 262 persons in need.

Quite a worthy work. And as you eat your sumptuous meal today think of the SALVATION ARMY and the great service they are rendering. A worthy cause, don't you think?

Makers of Memphis

(24)

HERBERT-FISCHER BRICK CO.

From the extensive research work that has already been accomplished we have the information that the construction materials used in the earliest civilization, namely, the Egyptians and the Chaldeans, conformed with the physical formation of the land upon which they dwelt. From the rocky borders of the Nile territory, stone was the principal unit of the building. Even history was recorded by the Egyptians in their quaint hieroglyphics, hewn and chiseled in stone. On the other hand, the same type of natives who dwelt in fertile valley of the Nile used blocks of clay, dried and baked in the sun. Thus also was their history recorded upon slabs of clay. Back in the ages of 3800 B. C., the Chaldeans, who occupied the land between the Euphrates and Tigris Rivers, first noted the irregular blocks of clay which had dried out in the banks along the rivers; from this finding the art of making clay products for their construction enterprises had its origin, and these people made rapid strides in the industry, even so far as producing beautifully enameled brick for ornamental purposes. Today brick is an outstanding factor in permanent construction. Right here, in our own city of Memphis, is a brick plant, producing 18,000,000 common building brick a year. Surface clay, obtained from the undeveloped portions of the

South Memphis Land Company's vast acreage is dug with a large steam shovel, loaded into dump cars of four-yard capacity, and hauled to the plant by 15-ton locomotives. These cars of clay being drawn up an incline by a steam hoist, are dumped into a hopper, where the clay starts into the long process of becoming a standard unit, a brick. The most modern brick making machine is used, and the carefully tempered clay comes out of the die in a continuous bar, passing a cutter which automatically cuts sixteen brick in one strip of the cam. One month's time elapses from the making of the brick to its delivery from the kiln. The method of burning brick is an interesting feature of the plant of the Herbert-Fischer Brick Company, inasmuch as their fires never go out, but continue on from one chamber to the next, year in and year out. The kiln is a huge rectangular type of continuous operation, its size being 380 feet long, 75 feet wide. There are 54 compartments or chambers, 27 on each side. Sixty persons are employed by the company. They consume about 7,800 tons of coal annually. Shipments are made promptly as they have track facilities served by the Illinois Central and the Union Railway railroads. Local deliveries are quickly made by a large fleet of heavy duty trucks, as well as teams and wagons. The story of a brick is one that requires a volume, and cannot be condensed into an editorial, except possibly to comment upon its permanence, beauty and economy in any construction. It would be well worth your time to visit this plant, and to learn to "KNOW MEMPHIS BETTER."

Makers of Memphis

(25)

MEMPHIS MACHINE WORKS

"The All-Metal Line"

One of the interesting features of the "OUR MEMPHIS" campaign is the widely diversified industries we find operating within the city's boundaries. This promises a great future for our fair city and its prosperity, since it must not depend upon any single industry for support.

The Memphis Machine Works is one of the South's largest metal-working plants—its products made entirely of metal. Their factory consists of a foundry and a machine shop. In addition to this, they also do a general mill supply business. Their principal business, however, is the manufacture of sawmill machinery and engines.

The Memphis Machine Works is quite unique in the fact that they make a complete line of sawmill machinery entirely of metal—

the only manufacturing concern of its kind that makes a complete line of sawmill machinery without any part being wood.

Their products are shipped to every part of the South. They maintain a standard line of between 50 and 100 separate and different types of machines.

Since Memphis is the hardwood flooring center of the entire world, it is quite logical that such a high-caliber institution should be located here.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(26)

SUPERIOR FLOOR AND SCREEN CO.

Specializing in the Laying and Finishing of Hardwood Floors

The Superior Floor and Screen Co., Inc., working with a trained crew of 25 or more experienced mechanics, make a specialty of furnishing, laying and finishing hardwood floors.

These men are trained at the beginning to do nothing but the laying, scraping and finishing of hardwood floors, and are taught to do nothing but the best of high class workmanship, thereby assuring the customer of a far superior floor than an ordinary carpenter can turn out.

The finishing material used by us is manufactured especially for the finishing of hardwood floors and is more adaptable to this line of work, and is not any more expensive, due

to the fact that it works so easily and will let a mechanic produce more footage.

Aside from floor laying and finishing this firm make a specialty of furnishing a high class factory-made wood and metal-frame screen and metal weather strips.

With headquarters at Memphis they are centrally located and are in a position to do work of this nature anywhere in the Tri-State territory.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(27)

THE GOODWYN CROCKERY CO.

"The South's Largest Queensware House"

Only five years ago saw the inception of the Goodwyn Crockery Company, organized with the policy of lowest prices for quality merchandise, and with the determination to carry the policy of the business in line with the slogan of the firm, "The House of Fair and Square Dealing"

Mrs. M. A. Goodwyn, president of the firm, carries on the name of her late husband who many years ago started the Memphis Queensware Company. It is an odd coincidence that only a year ago, after being in business for four years, that the Goodwyn Crockery Company bought out the Memphis Queensware Company, which was started by Mr. Goodwyn, and which was taken over by other interests at his death.

The Goodwyn Crockery Company today travels twenty-eight salesmen in all states in

the South, and does a volume of business that bespeaks for them the implicit confidence which their customers have in them. This firm maintains elaborate show-rooms at their warehouse at 36-40 East Carolina, and are known to be allied with every move for the betterment of Memphis. Walter L. Gilliland is vice-president and salesmanager, and Charles T. Brown is secretary and treasurer. The Goodwyn Crockery Company are also one of the largest wholesalers in the South of toys and dolls, and specialize in over-night deliveries due to their excellent facilities for shipping.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(28)

TENNESSEE COTTON GROWERS' ASSOCIATION

Twenty to thirty thousand bales of cotton are sold co-operatively by the producers through their own organization each year. The organization through which this \$2,000,000 or \$3,000,000 worth of cotton is marketed is the Tennessee Cotton Growers Association, maintained by nearly 5,000 members, who live in Arkansas, Missouri and Illinois, as well as in Tennessee.

It was organized five years ago because cotton producers believed they could sell most efficiently through a business unit that they themselves control. Twelve other state-wide associations in the other southern states are associated with the Tennessee organization in the American Cotton Growers Exchange, also of Memphis. One-half of the "co-op" cotton delivered by members last year was sold direct to mills.

The Tennessee Cotton Growers Association

has a program of interest to Memphis business men in focusing a great deal of its attention upon these things:

1. *Encouragement of efficient production—high quality cotton at low cost.*
2. *Suiting production to the needs of the mills; encouraging the growth of types of cotton that spinners want.*
3. *Encouragement of diversified farming—"living at home"—and growing cotton only as the cash crop.*

According to the United States Department of Agriculture, The Tennessee Cotton Growers Association is one of more than 12,000 farmers' co-operatives in the country doing a business annually of \$2,500,000,000 (two and a half billion dollars) and comprising a total of more than 2,600,000 members.

Makers of Memphis

(29)

COMMERCIAL & INDUSTRIAL BANK

In 1913 a number of prominent Memphians formed a nucleus around which a strong bank has been built. At that time the bank was called The Industrial Bank and Trust Company, and was organized to do strictly an industrial banking business, which would allow a man of modest means to borrow money at a small rate of interest. The Industrial Bank and Trust Company was the first bank of this type formed in the state of Tennessee.

The business increased as the years went on, and by safe and careful management the resources of the bank kept pace with the increasing volume of business. Many of the borrowers became savers, and for this reason, a number of years ago, the bank installed a savings department, which likewise has grown with the bank's resources.

The commercial business grew so rapidly that the stockholders decided to change the name

of the bank, and thus it was changed to the "Commercial and Industrial Bank."

Although very recent, sufficient time has elapsed to prove that the changing of the name was a wise move. The deposit resources and the volume of business have grown and are growing day by day, and as the resources increase the better able it will be to serve Memphis, not only along commercial lines, but also along industrial lines. TOTAL RESOURCES EXCEED A HALF MILLION.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(30)

UNITED STATES FIREWORKS COMPANY

Few realize that at Memphis' doors, just beyond the city limits, in the county, the oldest and largest Fireworks Factory in the south occupies a tract of fifty-eight acres, with approximately one hundred buildings, large and small, and fifty people are engaged the year round, making a complete line of fireworks, firecrackers, Roman candles, sky rockets, torches, etc., that the southern children enjoy so much during the Christmas season.

Of course, the Fourth of July is also another big day in the north, and the United States Fireworks Company, with distributing branches at Kansas City, Chicago and Denver, carries Memphis-made products to all parts of the west.

The company has also important connections that manufacture the familiar railroad torpe-

does, flares, etc. The navy also calls on its production for signal rockets and the army for various bombs, hand-grenades, etc., and millions of dollars in contracts were handled during the last war for these items.

The company makes only the safe, sane and harmless variety of fireworks for the children. The Fireworks Company's Factory helps prove that you can "BUY IN MEMPHIS, REGARDLESS OF WHAT YOU WANT."

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(31)

MEMPHIS PACKING CORPORATION

The Memphis Packing Company plays an important part in the dynamic growth of Memphis and surrounding territory. They do approximately \$2,000,000.00 yearly, dealing in live stock alone. This is bought entirely from the surrounding territory and is paid for with cash, all being spent right in this district by the farmers and cattle growers. Then, too, the pay roll is in excess of \$200,000.00 annually—all being spent right here in Memphis.

Mr. G. D. Straus, the president, spends a large portion of his time visiting the cattle growers in the southern section, lecturing to the farmers and cattle growers on how to breed and raise better cattle and hogs—which benefits not only the farmer, the packing company, but most important of all—you as a consumer.

In addition to supplying the local demand

first, carload shipments are made to New York, Boston, Philadelphia, Baltimore, Portsmouth, Va., Washington, D. C., Cudahy, Wis., Chicago, Buffalo, San Juan, Porto Rico, Havana, Cuba and other points.

This concern, operating on such a policy of educating the cattle growers toward breeding and raising better cattle, have done no little bit in raising the standard or the ambition of the southern farmer. On such a policy have they succeeded in getting national recognition and thus are doing no little bit in changing the "Old South" to a "Modern South," taking its rightful place among the leaders of every industry.

BE A MEMPHIS BOOSTER

Makers of Memphis

(32)

"THIS WEEK IN MEMPHIS" A Free Civic Booster Magazine

The Welfare of a City Depends to Some Extent Upon the Impression Made Upon Its Visitors.
 "This Week in Memphis," primarily a booster of the old home town, the official Civic Weekly of Memphis, gives all authentic information to the visitors to the metropolis of the Southland, where to go, where to shop, sports to enjoy, location of Clubs, Lodges, Churches, Theaters, Conventions in session, Society Events, maps of the city, time tables of trains, bus lines, office buildings, street cars and where to get them, and any other information that will serve as a guide post to our visitors and permanent citizens as well.

"This Week in Memphis" does not limit its boosting activities to the City of Memphis, but goes out in the mails to many other cities in the United States where Civic Weeklies are published, finding its way into information booths which acquaint the traveling public with the advantages of Memphis, Down in Dixie. If the visitor fails to come in contact with this little publication, prior to his advent to the city, it is the first thing that greets his vision when he enters his hotel.

"This Week in Memphis" is distributed free in hotels, restaurants railroad stations, bus

terminals, drug stores, rest rooms of the larger business houses, beauty parlors, lobbies of the office buildings and other places easily accessible to the public, not only uptown but over the city. Its mailing list covers the principal cities of the United States, Canada, Cuba and South America, broadcasting the slogan, "Memphis is the Metropolis of the South." "This Week in Memphis" is financed and supported by its advertising columns, in which policy it seeks the support of Memphis Boosters to help a Booster boost the greatest all-around city south of the Mason and Dixon Line.

The publication, "This Week in Memphis," is published every Monday by the Robinson Advertising & Publicity Company, of which John H. Robinson is president.

"This Week in Memphis" has greeted the eye of Memphis visitors for thirty-six consecutive weeks. While the publication may be considered in its infancy by some, it has cut its eye teeth, it realizes the necessity of such a publication in the city of Memphis, it is here to stay, and its policy will ever be to "Make Memphis Mighty."

Makers of Memphis

(33)

THE ARTOPHONE CORPORATION

"Everything's Okeh"

The Artophone Corporation, of St. Louis, manufacturers of phonographs and portables, importers of musical merchandise from all parts of the world, and distributors of Okeh phonograph records, having seen in Memphis the vast possibilities that are offered by its situation and resources, have opened a branch office in the McCall Building—the first of a series of offices to be opened throughout the country.

In picking Memphis, the Artophone Corporation took into consideration not only the present value of business in Memphis, but the tremendous possibilities in the future.

In less than three months of actual business, the Artophone Corporation has doubled the amount of space they originally occupied, due to the immediate increase of business obtained from the territory.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(34)

HOTEL PEABODY

In Memphis, of Memphis and Built for Memphians

A masterly mansion of beautiful design planned by men of foresight and judgment. Six hundred and twenty-five rooms perfectly appointed with every comfort and charm that modern ease and taste could suggest.

Elegant portals that open North, East, South and West.

Within are surroundings of grandeur.

In order to render the service to you in keeping with these surroundings it is necessary that the employes, numbering between seven and eight hundred, be kept in perfect harmony. Each of the twenty-six separate and distinct departments of the organization are under the direction of their respective head, who is responsible to the management for their conduct and performance. If the systematic rhythm of routine is broken that department ceases its proper functioning and may throw every allied department into chaos.

Little does one realize when nibbling at a piece of pastry or enjoying delicious sirloin steak, what goes on beneath him to bring this morsel to the last point of service.

To go into the deep downstairs of the Peabody is a liberal education. Great wheels of machinery whirl, numbers of men and women apply their trained minds to produce and keep the perfect whole that blooms and radiates above.

In the month of October nearly \$35,000.00 was paid in wages to the employes. Supplies were purchased from Memphis merchants in the amount of \$72,000.00. The monthly consumption of electricity and gas is enormous. What our patrons expect is what we think they should have, and in order that their desires and our wishes be gratified, we are bending every effort to maintain the standard we have set.

Makers of Memphis

(35)

HAPPY FEED MILLS, INC.

Manufacturers of Old Beck and Happy Feeds

Memphis is the largest mixed feed manufacturing center in the United States. Happy Feed Mills, Inc., of Memphis, is one of the largest mills in the country manufacturing highgrade feeds for all classes of poultry and livestock. Old Beck Sweet Feed is perhaps the best known horse and mule feed in the United States. It has been on the market for twenty years and is in demand throughout the South.

The big development in poultry raising and dairying in the South has brought with it an increased demand for high-grade feeds. Happy Feed Mills, Inc., has kept step with and contributed to this advancement.

The entire Southern territory, the Mid-South in particular, is developing more dairying at a rapid speed. The success of the National Dairy Show, held in Memphis recently, was a big boost to livestock farming. Happy Feed Mills manufactures dairy feeds to be used as a supplement for home-grown feeds. Animal nutrition experts in the em-

ploy of this company help the dairy farmer balance the ration on a scientific basis.

This company also maintains an Extension Department in charge of a competent staff of poultry and livestock specialists. These men conduct poultry schools, render practical poultry and livestock service, help the poultry and livestock raiser get more economical results, and work with other agencies for the general development of the livestock and poultry industries.

Happy Feed Mills, Inc., sells feed in practically every town throughout the Southern States. "There's a Happy Feed Store near you." This company has also been very active in developing merchandising plans for Happy Feed merchants. An aggressive merchandising and advertising plan insures thorough and widespread distribution.

BE A MEMPHIS BOOSTER

Makers of Memphis

(36)

MARYLAND CASUALTY COMPANY

Insurance in All Its Branches

The Maryland Casualty Company, of Baltimore, Maryland, was incorporated in 1898. Mr. J. Highlands Burns is president.

This company is represented in Memphis by Henderson & Schley, Inc., of the City Savings Bank Building, and is one of the larger general insurance agencies in Memphis. This company was the original Union & Planters Bank Agency, and is now close to fifty years old. It was transferred to the firm of J. S. Gill & Co., then to Henderson & Haywood, later to B. R. Henderson, and today it is conducted in the name of Henderson & Schley, Inc.

Most of the companies represented in this office today were represented in the original Union & Planters Bank Agency many years ago.

The Maryland Casualty Company's Check Alteration-Forgery Policy will safeguard your bank account. This policy indemnifies you and any bank or banks where you carry a de-

posit or savings account, in any amount you may desire, against loss resulting from the payment by any such bank of any check, draft or withdrawal order upon which the signature of the assured has been forged; of any check, draft or withdrawal order issued by the insured on back of which the name of the payee or of any other indorser is forged; of any check, draft or withdrawal order drawn by the assured which has been feloniously altered as to amount, date, number or name of the payee.

The Maryland Casualty Company supervises a large territory in Eastern Arkansas and Western Tennessee, and has about one hundred agents in those sections.

The owners of the business have always been closely identified with the business interests of Memphis and have taken an active part therein.

BE A MEMPHIS BOOSTER

Makers of Memphis

(37)

THE SHERWIN-WILLIAMS CO.

The Largest Paint and Varnish Makers in the World Have a Real Investment in Memphis in Their Own Name

The Sherwin-Williams Store at 121 Union Ave., right in the heart of Memphis, near the Peabody Hotel, is generally considered one of the finest paint stores in the world. It is in charge of H. S. Hazen, Manager, and a very efficient and well-trained staff. It is "Paint Headquarters" in every sense, carries a full line of paints, varnishes, lacquers, wall papers, etc.

The Sherwin-Williams Company also maintains a division office and a warehouse at Memphis on the upper floors of the same building. The division is in charge of H. V. Dodge, Division Manager, and serves a wide area in this section of the South in a wholesale way.

The Sherwin-Williams Company is a world-wide organization—its products are distribut-

ed by some 4,000 merchants in the United States. The company's paint and varnish production last year was 469,000,000 pounds. The leading product in the line is SWP house paint, being widely featured in national advertisements reading "You Can't Paint a House with Apple-Sauce." This quality house paint is the largest seller in the world. The company owns and operates its own lead and zinc mines and smelters; operates a large chain of factories; employs approximately 1,000 salesmen; has about 6,000 employees, and its sales last year were \$60,833,306.00, the largest year the company ever had—a remarkable tribute to quality products.

BE A MEMPHIS BOOSTER

Makers of Memphis

(38)

VAN VLEET-MANSFIELD DRUG COMPANY

Van Vleet-Mansfield Drug Company, wholesale druggists and manufacturers of proprietary medicines, can be said to be only seven years younger than the "City of Memphis." The firm, Mansfield & McIntosh, from which this company originated, opened for business on July 3, 1847, just seven years after the "Town of Memphis" became the "City of Memphis" by legislative enactment.

"Van Vleets" is not only the oldest and largest drug house South of the Mason and Dixon Line, but one of the largest in the United States.

The V. V. Red Shield Brand Family Medicines and package drugs have been household words up and down the valley for three-quarters of a century. A number of these medicines are a prescription of Dr. S. Mansfield, for years a practising physician in the Mississippi Valley.

The most extensively advertised are Van Vleet's Aspirin, Flumonia (a cough and cold salve) and Mississippi Diarrhoea Cordial.

A line of popular priced cosmetics is manufactured and distributed through the La Creole Laboratories Division. Van Vleet-Mansfield Proprietaries and La Creole Toiletries are sold in all parts of the world.

The commanding position in the trade enjoyed by Van Vleet-Mansfield Drug Company has been built upon the foundation laid by the late Mr. P. P. Van Vleet, namely, Purity of Products, Honesty of Merchandise and Liberal Dealing. This foundation so ably laid by his father has been faithfully builded up by Mr. McKay Van Vleet, the son, who as president directs all the policies of this vigorous, aggressive, well managed wholesale drug company.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(39)

BARTHOLOMEW ROOFING CO.

*"For Men May Come and Men May Go,
But We Go On Forever."*

The Bartholomew Roofing Company was founded by Benjamin Bartholomew in Philadelphia in 1822, and was established by A. B. Bartholomew, Sr. in Memphis in 1865.

They survived the epidemics of 1872 and 1873, and the dark days of '78 and '79, when thousands deserted Memphis. Those who left to seek their fortunes elsewhere predicted the doom of the struggling city on the Mississippi. The scourge of fever was upon the land, and desolation followed in its wake. Strong men and brave women viewed the future with misgivings. On streets where sturdy motor trucks laden with merchandise are endlessly streaming today, the funeral cortege was the familiar sight. Memphis was a stricken city.

With the passing years, the Bartholomew Roofing Co. grew and prospered, keeping

pace with the remarkable development of Memphis, as a city of the first rank in the nation. Always they centered every effort to the task of building durable roofs, with the result that fully ninety per cent of the monumental buildings are covered with Bartholomew roofing. These include skyscrapers, hotels, public buildings, department stores, great warehouses and factories.

The Company has carried out the ideals of its founders in every particular. Some twenty years ago, the firm slogan was adopted, and it is in itself best expressed the spirit of service that animates the entire organization of the Bartholomew Roofing Company. This slogan is:

*"For Men May Come, and Men May Go,
But We Go On Forever."*

Makers of Memphis

(40)

KING'S PALACE SYRUP MANUFACTURING CO.

The King's Palace Syrup Manufacturing Company began business last September.

They manufacture two kinds of syrup—King's Palace Syrup No. 1 (a fruit and maple-flavored syrup), and King's Palace Syrup No. 2 (a granulated sugar and maple sugar syrup). The rapidly growing popularity of these two syrups is due to their real merit as wholesome, delicious syrups that are, indeed, worth the price they sell for—35c per glass cruet, containing 22 ounces.

This glass cruet, when empty, pays 5 cents on another cruet of syrup. The manufacturers take them up, sterilize and use them again, thus eliminating what otherwise would be a waste.

Some of the chain stores do not wish to buy back these cruets. In this event the charitable, religious or civic organizations of the city may collect them in lots of 100 or more and sell them direct to the manufacturers, and in this way realize funds for their organization. The kindly patronage that the people of Memphis and the neighboring towns are giving to King's Palace Syrup Manufacturing Company encourages them to put forth every effort to become a greater asset to the city and vicinity. They thank you!

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(41)

PATTERSON TRANSFER CO.

A story of the Patterson Transfer Company is a part of the history of Memphis. This company was established in the year 1856 by three pioneer citizens of Memphis and it is now in its 71st year of operation, equipped with 25 motor trucks, 150 mules and wagons, and a modern warehouse for freight and storage and distribution.

Our freight and baggage transfer service is known throughout the United States and is used by our wholesale and retail houses of the city extensively, while we store and ship freight for our patrons located in many states of the Union.

Having a representative at all depots, we pay your freight charges, check the freight and deliver to your warehouse promptly after unloading from the railroad cars. Our baggage men meet all trains, accept your trunk checks and deliver the trunks to your home almost as soon as you arrive at the house from the station. Outbound baggage is checked at all railroad ticket offices and our general office,

24 North Second Street, from your home to the destination city, avoiding the trouble and delay of rechecking the ticket.

In our modern brick and concrete warehouse we store and ship the products of industries located in many states of the Union, who ship to us goods in carload lots and which is re-shipped by us to their customers in the Memphis trade territory, saving thousands of dollars of freight charges by this method of distribution.

We are prepared to handle any shipment that may be brought to Memphis by railroad or steamboat; the largest boiler, iron safe or piece of machinery may be handled and set in place, and carload lots or less of freight delivered upon a few hours' notice.

We have 150 employes, whose weekly wages are made and spent in Memphis, and the feed for all of our teams is bought in Memphis, as well as the supplies for the operation of our motor trucks and cars.

Makers of Memphis

(42)

YELLOW CAB COMPANY

This company now operates eighty (80) safe comfortable cabs with careful, courteous drivers, insuring our patrons maximum safety at reasonable rates, to and from all parts of the city. In addition to the cabs we own and rent twenty (20) driverless cars of latest models and popular makes, with or without drivers, at rates below the cost of operating a private car.

Yellow Cabs meet all trains at the railroad stations and serve all the hotels in the city, night or day, and if you are leaving the city will call at your residence at any hour upon notice, so that you may arrive at the depot in ample time to take any train.

Yellow Cab Service specializes in handling its patrons to and from theaters, parties or on shopping tours down town. Our drivers know the city, the best and quickest routes to be traveled, and we offer you this service

at less than it would cost to operate your own car.

Many of our patrons take advantage of Yellow Cab Service in sending the children to and from school and we give particular attention to this service, assigning careful drivers and comfortable cabs to handle the little folks on school days.

On rainy, cold, disagreeable days, or to attend church on Sunday, call a Yellow Cab and you will find it cheaper and more convenient than the use of a private car. Five can ride for one passenger fare to the same destination.

All Yellow Cab Service and driverless cars are under the supervision of experienced automobile transportation men, backed by insured, organized responsibility.

BE A MEMPHIS BOOSTER

Makers of Memphis

(43)

JOHN A. DENIE'S SONS COMPANY

"We Sold Your Grandfather"

The firm of John A. Denie's Sons Company has been selling building materials in Memphis and the Tri-State territory for over 70 years and the above slogan, "We Sold Your Grandfather," has been a very acceptable one, due to our long service. L. J. Moss is the President, and Clarence DeVoy, Vice President.

Our business is strictly a Memphis and Tri-State Territory proposition, as outside of the building materials we manufacture, 90 per cent of the commodities that we job come from a radius of less than 200 miles in Arkansas, Mississippi and Tennessee, thereby enabling us to spend our money at home.

We have been happy in the progress of Memphis, and our company had the pleasure of

furnishing the materials for the old Elks' Club and the Arlington Hotel; then furnished the new materials that went into the Claridge Hotel and the new Elks' Club and Hotel.

That John A. Denie's Sons Company has utmost faith in Memphis is proven by its growth each succeeding year. Our manufacturing plants are located in Memphis or the trade territory, which will adequately take care of the future growth of the city of Memphis as well as the trade territory.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(44)

CHASE BAG COMPANY

ESTABLISHED 1847

"The Oldest Bag House in America"

The yards of cloth manufactured into bags at the Memphis plant of the Chase Bag Company annually would encircle the earth at the Equator.

The modern bag factory is a highly equipped printing plant, carrying into execution the designing of individual brands of various manufacturers who ship their products in "Bags of All Kinds."

The Chase Bag Company is national in scope. Beside the plant in South Memphis, other plants are operated in New Orleans, St. Louis, Kansas City, Minneapolis, Milwaukee, Toledo, Goshen, Ind., and Buffalo. The Memphis

plant serves the Tri-States territory, and many tons of merchandise in this section are sacked in bags carrying the Chase, Memphis, imprint.

Many Memphis men and women are employed in cutting cloth into various bag sizes, printing, sewing and turning, thus completing the finished bag.

BE A MEMPHIS BOOSTER

Tell Your Friends in Other Cities

Makers of Memphis

(45)

DRAUGHON'S BUSINESS COLLEGE

"A Memphis Institution"

The Draughon's Business College of Memphis is organized and equipped to do one thing, and do it well—to train young people for good positions in business.

This college concentrates on intensive business training exclusively. What the law school does for the lawyer, what the medical school does for the doctor, what the normal college does for the professor of teaching—we do for the man in business.

Because we specialize in business we can, and do, concentrate on business training equipment, business training teachers and business training service. To properly provide the facilities for systematic business training thousands of dollars of school equipment is needed. Only schools like Draughon's that specialize in business training and with proper financial backing can afford to install this equipment and find space for it that such equipment requires.

Because we specialize in training young peo-

ple for business, because we come in contact with the business public, and because employers have come to depend upon us for office and other help, we are able to render a greater service than any other type of school or university.

The Draughon's Business College of Memphis has been under the present management for the past three years. On January 1, 1925, the school was moved to its present location at 104 South Third Street. Several thousand dollars have been spent in new equipment, every course has been modernized, the faculty has been enlarged. The young people of Memphis and the Tri-States have not been slow to realize the advantages this school has to offer. The daily enrollment of the school has increased about 150 during the past three years.

BE A MEMPHIS BOOSTER

A pledge and a promise from Your store

THE EDITORIALS in this book can but sketchily outline some of the reasons for the secure and dominant position of Our Memphis in 1928. They can only partially present the reasons Memphis has increased its taxable wealth from \$4,500,000,000 to more than \$21,000,000,000 in a brief ten years.

Memphis' population has doubled in the past twenty-five years. We are proud of that. The man power and woman power of the New Bry's organization has increased tenfold during the same period. We are proud of that, too. The little shop of 75 employes in 1902 now embraces 15 acres of floor space and provides occupation for an army of 1,000. It has earned the title: "The South's Greatest Store". From pins to planes is more than a slogan.

This book is our small contribution toward a better understanding of the city in which we live. By means of the New Bry's Airport, by means of the two store Auditoriums, in a dozen other ways, the New Bry's is endeavoring to serve Our Memphis better—and oftener. To the continued growth and prosperity of Memphis we pledge ourselves and promise our whole strength and support.

The New Bry's



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OUR MEMPHIS

OUR MEMPHIS



HOW WELL
DO YOU
KNOW IT



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DO YOU
KNOW IT